DOCUMENT RESUME

ED 159 695 CS 204 357

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TITLE Recent Books in Journalism History: A Bibliographical Essay.
PUB DATE Aug 77
NOTE 35p.; Paper presented at the Annual Meeting of the Association for Education in Journalism (61st, Seattle, Washington, August 13-16, 1978); Not available in hard copy due to marginal legibility of original document

EDRS PRICE MF-$0.83 Plus Postage. HC Not Available from EDRS.
DESCRIPTORS *Annotated Bibliographies; *Bibliographic Citations; Higher Education; *Historical Reviews; *Journalism; Journalism Education; Literature Reviews; Newspapers; Periodicals

ABSTRACT

This paper is a bibliographic review of journalism history books published between 1969 and 1978; it is limited to those books which would appear under "history" in the "Journalism Quarterly" and to the kind of books which might be assigned to graduate and undergraduate students in history. The books are divided into the following categories: surveys and the like; collections, oral history, memoirs; books linked to the Bicentennial; other historical areas; state histories, newspaper histories; biographies; magazine journalism; cartoons, comics, photography; women and minorities; British press; technology, advertising, broadcasting; new journalism; and Vietnam and public affairs. For each of the numerous titles in each category, a very brief review is given along with publishing information. (TJ)

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RECENT BOOKS IN JOURNALISM HISTORY:

A Bibliographical Essay

by

Calder M. Pickett

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Calder M. Pickett

TO THE EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC) AND USERS OF THE ERIC SYSTEM."

Association for Education in Journalism

National Convention, University of Washington

Seattle, Washington

August 13, 1978

(To Ed Emery, Bill Taft, and the late Warren Price, all of whom gave cooperation and encouragement over the years to make this study, and many of my other historical studies, possibl)

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In 1969, as I recall, I had the opportunity of presenting a paper before this group on "Recent Books in Journalism History." As I end my tenure as book review editor of Journalism Quarterly I take a similar opportunity to review what has been happening in an almost ten-year period. I base my comment in part on the books that have crossed my desk as (1) book review editor, (2) a reviewer for the Kansas City Star and Times, and (3) a judge in most of that time in the Kappa Tau Alpha research competition.

The biggest surge has been in biographies. Quite a few books about the war in Vietnam, and more still about press-governmental relations and the Watergate affair, have been published. There has been an absolute glut of books about H.L. Mencken and Mark Twain, and far more books about popular culture than I care to talk about tonight.

My definition of "journalism history," as in the book I assembled after the death of Warren Price, An Annotated Journalism Bibliography, is perhaps broad. It kept occurring to me as I collected note cards and took down information that almost every journalism book that has been published in recent years offers some insights for the historian. But I have mainly limited myself, in this survey, to the kinds of books that would appear under "history" in the book review section of JQ, and to the kinds of books you likely would be interested in assigning to your students in both undergraduate and graduate courses in History. I am sure, by the way, that some important titles somehow got lost in this summer of assembling, and I apologize to any of you whose key works don't show up in this essay.

Surveys and the Like

To start with, there are the general works. Michael Emery has joined his father, Edwin, as co-author of The Press and America (Englewood Cliffs, N.J.:

Prentice-Hall, 1978, fourth edition). The books remains the most reliable standard for any of us in teaching journalism history, and it is more than just a book whose last few chapters have been revised: the evidence shows that considerable revision took place in the earlier chapters as well. Several other titles have emerged in recent years. One is John Tebbel's The Media in America (New York: Crowell, 1974), which is thorough, not as detailed as the Emery work, and includes material (such as that on book publishing) not always found in such histories. Robert A. Rutland's The Newsmongers (New York: Dial, 1973) was a bi-centennial history, and a good one. James Playsted Wood's The Great Glut (Nashville, Tenn.: Nelson, 1973) was a brief history of the media; Louis Solomon's America Goes to Press (New York: Macmillan, 1970) likewise was brief; and George N. Gordon's The Communications Revolution (New York: Hastings House, 1977) was a history that ranged in considerable detail into specialized areas but that could not serve well as a general text. Ernest C. Hynds' American Newspapers in the 1970s (New York: Hastings House, 1975) was a survey mostly contemporary in content and approach.

Three books in recent years offered views of journalism in world settings. The most recent of these was Robert W. Desmond's The Information Process: World News Reporting to the Twentieth Century (Iowa City: University of Iowa Press, 1978). It's an exemplary piece of work. John Hohenberg's Free Press/Free People: The Best Cause (New York: Columbia University Press, 1971) was a work that set the American tradition inside the world tradition, and the theme embodied in the title appeared throughout the work. It was a book of great charm in its language. Francis Williams' The Right to Know: The Rise of the World Press (London: Longmans, 1969) ranged from the 1820s to the 1960s.

The past decade brought two books of special value to the professor in a seminar. Ronald T. Farrar and John D. Stevens offered, in Mass Media and the National Experience (New York: Harper & Row, 1971), a set of essays on historical

writing, and suggested areas where opportunities in writing rest. William H. Taft's Newspapers as Tools for Historians (Columbia, Mo.: Lucas Bros., 1970) was a volume suggesting the special scope offered in using the documents of our profession. Of similar interest was Culver H. Smith's The Press, Politics and Patronage: The American Government's Use of Newspapers, 1789-1875 (Athens: University of Georgia Press, 1977). And Jim Allee Hart, in Views on the News, 1500-1800 (Carbondale: Southern Illinois University Press, 1970) wrote of the development of the newspaper editorial. It was a book of pioneering importance.

Early in the time period I am considering there appeared that huge volume by Michael C. Emery, Smith Schuneman and Edwin Emery, eds., America's Front Pages: 1690-1970 (Minneapolis: Vis-Com, 1970). The book remains a splendid resource. Michael Wynn Jones was less successful in A Newspaper History of the World (New York: Morrow, 1974). The book is scarcely a history of the world, though it does have good reading and good looking. A volume edited by Laura Longley Babb, Keeping Posted: One Hundred Years of the Washington Post (Washington: Washington Post, 1977), is entertaining, but it unfortunately reminds the reader that the Post wasn't always one of the great papers of America.

Collections, Oral History, Memoirs

A cataloguing of all the collections in recent years would be quite a task: here are some of the better ones. In one year two collections of great writing from one newspaper appeared, and the writing was all from the 1920s. The books were James Boylan, ed., The World and the 20s (New York: Dial, 1973), and John K. Hutchens and George Oppenheimer, eds., The Best in the World (New York: Viking, 1973). There is excellent material in each volume, and relatively little duplication. Richard Wheeler performed similar service in Voices of 1776 (New York: Crowell, 1972) and Voices of the Civil War (New York: Crowell, 1976). Many of the contemporary commentaries are from newspapers. And my own Voices of

the Past (Columbus, Ohio: Grid, 1977) is a collection summed up in the subtitle: "Key Documents in the History of American Journalism."

Similar volumes appeared in the rapidly growing field of oral history. Studs Terkel pioneered with his Hard Times (New York: Pantheon, 1970), tape-recorded memories and impressions of the depression years. Peter Joseph was similarly inspired and did his Good Times (New York: Charterhouse, 1973), but his decade is the 1960s (for some of us not really "good times"). And Roy Hoopes, in Americans Remember the Home Front (New York: Hawthorn, 1977), presented memories of what it was like to be living in this country during World War II.

Two books of similar subject matter treated Washington reporting. M.L. Stein's When Presidents Meet the Press (New York: Messner, 1969) was a short history. F.B. Marbut's News from the Capital (Carbondale: Southern Illinois University Press, 1971) was a more detailed history. A revisionist view of the New York Times, Harper's Weekly, Thomas Nast and the Tweed Ring was offered in Leo Hershkowitz's Tweed's New York (Garden City, N.Y.: Anchor, 1977). Hershkowitz failed to convince one reader that Boss Tweed had been done dirt by the nasty Republicans. Using columns by Finley Peter Dunne, Barbara C. Schaaf offered an engaging volume, Mr. Dooley's Chicago (Garden City, N.Y.: Doubleday, 1977). Chicago also was the setting of William T. Moore's Dateline Chicago: A Veteran Newsman Recalls Its Heyday (New York: Taplinger, 1973), and an early American period was treated by Bessie Rowland James in Anne Royall's U.S.A. (New Brunswick, N.J.: Rutgers University Press, 1972). All by itself in this listing is Alex Groners' The American Heritage History of American Business and Industry (New York: American Heritage, 1972). Though only tangentially "journalism" it has excellent background material.

Books Linked to the Bicentennial

This was the time when the American people were getting ready for their

bicentennial, and there was a "great glut," to use the James Playsted Wood phrase, of books on the Revolution and the early Federal period--too many, perhaps. One that many saw first in newspapers was the series sponsored by the American Newspaper Publishers Association, Francis G. Walett's Patriots, Loyalists and Printers (Worcester, Mass.: American Antiquarian Society, 1976). This provided a mint of material on our founding fathers, and on a mother or so. Contemporary accounts were the chief contents of William P. Cumming and Hugh F. Rankin's The Fate of a Nation (New York: Praeger, 1975). Michael Wynn Jones published The Cartoon History of the American Revolution (New York: Putnam, 1975), another book quite worth owning. In the Trevor M. Dupuy and Gay M. Hammerman work, People and Events of the American Revolution (New York: Bowker, 1974), the scholar will find what amounts to a dictionary listing. It is a good resource. Similar is a work by Colonel Mark M. Boatner III, Encyclopedia of the American Revolution (New York: David McKay, 1974, revised edition), an authoritative, exhaustive book.

In Page Smith's two-volume work, A New Age Now Begins (New York: McGraw-Hill, 1976), you will find material on the Revolution not usually available, including propaganda writings and some currently fashionable but quite valuable material on women and minorities in the Revolution. David Freeman Hawke's Honorable Treason (New York: Viking, 1976) is about the Declaration of Independence. Several books treat the Loyalists, some of whom were journalists, of course: Catherine S. Crary, ed., The Price of Loyalty (New York: McGraw-Hill, 1973), which is Tory writings; Wallace Brown, The Good Americans: The Loyalists In the American Revolution (New York: Morrow, 1969); and Robert M. Calhoun, The Loyalists in Revolutionary America, 1760-1781 (New York: Harcourt Brace Jovanovich, 1973).

And there were the biographies of key figures of the Revolution. Slight but still interesting was Cass Canfield's Sam Adams's Revolution: 1765-1776

(New York: Harper & Row, 1976). Paul Lewis also wrote about Adams in The Grand Incendiary: A Biography of Samuel Adams (New York: Dial, 1973); otherwise Adams appeared to be a lesser figure in recent books about the Revolution. Not so with Thomas Paine. I count four books, and each has merit: David Freeman Hawke, Paine (New York: Harper & Row, 1974); Eric Foner, Tom Paine and Revolutionary America (New York: Oxford, 1976); Samuel Edwards, Rebel! A Biography of Tom Paine (New York: Praeger, 1974); and Audrey Williamson, Thomas Paine (New York: St. Martin's, 1973). None of these made him quite the proletarian figure that he was in Howard Fast's novel, Citizen Tom Paine, of the early forties. One Loyalist figure was treated in a biography: Alfred Lawrence Lorenz's Hugh Gaine (Carbondale: Southern Illinois University Press, 1972). I count only one about Hamilton, Broadus Mitchell's short but absorbing Alexander Hamilton: A Concise Biography (New York: Oxford, 1976).

But then there were Thomas Jefferson and Benjamin Franklin (tributes to John Adams appeared mainly in the Broadway musical, 1776, and the fine television series, The Adams Chronicles). Most comprehensive and most authoritative was Dumas Malone's Jefferson and His Time (Boston: Little, Brown, 1962-1975), issued in five volumes. Fawn M. Brodie's Thomas Jefferson: An Intimate History (New York: Norton, 1974) stirred up the Jeffersonian scholars, who were angry at her dredging up again the old tales of Jefferson and his extracurricular amours. A good Jefferson work was Merrill D. Peterson's Thomas Jefferson and the New Nation (New York: Oxford, 1970). The editors of Newsweek prepared a lovely picture volume, Thomas Jefferson: A Biography in His Own Words (New York: Newsweek, 1974), from volumes 1-19 of the Jefferson papers. And there was Page Smith's slight Jefferson: A Revealing Biography (New York: American Heritage, 1976). It was not very revealing.

We were overwhelmed by books about Franklin, and somehow each of them had something different to say. Brief but interesting was James A. Sappenfield's

A Sweet Instruction: Franklin's Journalism as a Literary Apprenticeship (Carbondale, Southern Illinois University Press, 1973). David Freeman Hawke, represented elsewhere in this essay, did Franklin (New York: Harper, 1976). Extremely enjoyable was Seymour Stanton Block's Ben Franklin: His Wit, Wisdom and Women (New York: Hastings House, 1975). The editors of Newsweek, who did the Jefferson volume, also did Benjamin Franklin: A Biography in His Own Words (New York: Newsweek, 1972). It's also a volume to cherish. There were Catherine Drinker Bowen's The Most Dangerous Man in America: Scenes from the Life of Benjamin Franklin (Boston: Little, Brown, 1974); Thomas Fleming's The Man Who Dared the Lightning (New York: Morrow, 1971); and I. Bernard Cohen's Benjamin Franklin: Scientist and Statesman (New York: Scribner, 1975). The best of all was the Kappa Tau Alpha prize winner by Claude-Anne Lopez and Eugenia W. Herbert, The Private Franklin (New York: Norton, 1975). This was a work of exemplary scholarship. One final volume, related in subject matter to the immediate foregoing: Donald H. Stewart's The Opposition Press of the Federalist Period (Albany: State University of New York Press, 1969). This was a thorough--and huge--work.

Other Historical Areas

In contrast to books about the Revolution were the books about the Civil War. The total was small, but, after all, we went through the Civil War centennial almost twenty years ago. Merton L. Dillon published The Abolitionists (DeKalb, Ill.: Northern Illinois University Press, 1974). (Also see, by the way, books on the black press later in this commentary.) Another of the books was James B. Stewart's Holy Warriors: The Abolitionists and American Society (New York: Hill & Wang, 1976). There were two about the southern press in the Civil War, an area that long has called for more treatment. The better of these

was J. Cutler Andrews' The South Reports the Civil War (Princeton, N.J.: Princeton University Press, 1970), a follow-up to his earlier book on northern editors and reporters. The other volume was Donald E. Reynolds' Editors Make War (Nashville, Tenn.: Vanderbilt University Press, 1970), about the South in the secession crisis.

A note here on an important volume that considers the role of reporters, English and Americans, in wars since Crime: Phillip Knightley's The First Casualty (New York: Harcourt Brace Jovanovich, 1975). The first casualty was truth, and Knightley's book was a frequently angry--and sometimes annoying--bit of revisionism. But it's also one of the most important books mentioned in this entire essay.

Also standing alone in subject matter is John Hohenberg's The Pulitzer Prizes (New York: Columbia University Press, 1974). Hohenberg did The Pulitzer Prize Story earlier, and here, as the long-time administrator to the Pulitzer Prize committee, he tells the inside story of the awards, and his great background and wisdom are important factors in the success of the volume.

As always there were new books about the muckrakers, but not as many as one might have expected in such a time of national ferment. Louis Filler's The Muckrakers (University Park, Pa.: Pennsylvania State University Press, 1976) was a revised edition of Crusaders for American Liberalism. There was quite a bit of updating. Filler also published Appointment at Armageddon (Westport, Conn.: Greenwood, 1976) about his favorite historical area. The John M. Harrison and Harry H. Stein volume, Muckraking: Past, Present and Future (University Park, Pa.: Pennsylvania State University Press, 1973), was a compilation of material presented at a symposium. A good history was David M. Chalmers' The Muckrake Years (New York: Van Nostrand, 1974).

State Histories, Newspaper Histories

One fruitful field calling for more study is that of the newspaper press of individual states. This ten-year period presented only three titles of which I am aware: Herndon J. Evans, The Newspaper Press In Kentucky (Lexington: University of Kentucky Press, 1976) Porter A. Stratton, The Territorial Press of New Mexico, 1834-1912 (Albuquerque: University of New Mexico Press, 1969), and a compilation, Warren J. Brier and Nathan B. Blumberg, eds., A Century of Montana Journalism (Missoula; Mont.: Mountain Press, 1971).

But there were several histories of individual newspapers, and some of them were not exactly house publications. One of the best was Chalmers Roberts' The Washington Post: The First 100 Years (Boston: Houghton Mifflin, 1977). Though Roberts is mainly kind he does know that the Post wasn't always exposing Watergate. Absolutely unauthorized, quite critical, always interesting was the one by Robert Gottlieb and Irene Wolt, Thinking Big: The Story of the Los Angeles Times (New York: Putnam, 1977). A paper that emerged in recent years as a national leader was the Boston Globe, and Louis M. Lyons published Newspaper Story: One Hundred Years of the Boston Globe (Cambridge, Mass.: Harvard University Press, 1971). Rather slight, and unfortunately so, was Mixon Smiley's Knights of the Fourth Estate (Miami, Fla.: E.A. Seeman, 1974), a book about the Miami Herald. A new work, essentially critical, appeared on the New York Daily News: Leo E. McGivena, et al, The News: The First Fifty Years of New York's Picture Newspaper (New York: News Syndicate, 1969). Such books offer insights but not much thought. There were the Detroit News: William M. Lutz, The News of Detroit: How a Newspaper and a City Grew Together (Boston: Little, Brown, 1973); Thomas Harrison Baker, The Memphis Commerical Appeal (Baton Rouge: Louisiana State University Press, 1971); and John Wilds, Afternoon Story: A Century of the New Orleans States-Item (Baton Rouge: Louisiana State University Press, 1976).

Frequently lively, especially in the earlier chapters, was Bill Hosokawa's Thunder in the Rockies (New York: Morrow, 1976). Hosokawa wanted his book about the Denver Post to be more scholarly than Gene Fowler's Timber Line, but how does one leave out all those fascinating tales? Three histories of other papers in the West appeared: O.N. Malmquist's The First 100 Years: A History of the Salt Lake Tribune, 1871-1971 (Salt Lake City: Utah State Historical Society, 1971); Monte Durr McLaws' Spokesman for the Kingdom (Provo, Utah: Brigham Young University Press, 1977), about the Deseret News of Salt Lake City, the Mormon paper; and Warren C. Price's opus, The Eugene Register-Guard (Portland, Ore.: Binford and Mort, 1976), volume one of Price's long-time project. One of the most important books in this category was William E. Ames' A History of the National Intelligencer (Chapel Hill: University of North Carolina Press, 1972), another labor of love, this about that key paper in our early history. Dick Griffin and Rob Warden edited Done in a Day (Chicago: Swallow, 1977), which was an anthology of writings in the Chicago Daily News. Another historic paper was the subject of Raymond A. Schroth's The Eagle and Brooklyn (Westport, Conn.: Greenwood, 1974). There was a new volume on the Vineyard Gazette:Henry Beetle Hough's Mostly on Martha's Vineyard (New York: Harcourt Brace Jovanovich, 1975). And two interesting books were considerations of the role played by two of our most controversial papers: Jerome E. Edwards' The Foreign Policy of Colonel McCormick's Tribune: 1929-1941 (Reno: University of Nevada Press, 1971) and Eric Veblen's The Manchester Union Leader in New Hampshire Elections (Hanover, N.H.: University Press of New England, 1975), a depiction of the role played by the powerful William Loeb.

And Now the Biographies

Biggest of all the categories in recent journalism history was that of

biography, and already I have talked about some of the biographies of figures in the American Revolution. H.L. Mencken continues to fascinate--with good reason--the historian. One of the Mencken books was specialized and original: Joseph C. Goulden, ed., Mencken's Last Campaign: H.L. Mencken on the 1948 Election (Washington, D.C.: New Republic Book Co., 1976). Douglas C. Stenerson's H.L. Mencken: Iconoclast from Baltimore (Chicago: University of Chicago Press, 1971) tended more to the straight biographical type of work. Earlier there had been Carl Bode's Mencken (Carbondale: Southern Illinois University Press, 1969). In Fred C. Hobson Jr.'s Serpent in Eden: H.L. Mencken and the South (Chapel Hill: University of North Carolina Press, 1974), we had another specialized look, and Theo Lippmann Jr., in A Gang of Pecksniffs (New Rochelle, N.Y.: Arlington House, 1975), used Mencken's own writings about journalists and journalism to provide a unique and delightful--and sometimes infuriating--work. Charles A. Fecher's Mencken: A Study of His Thought (New York: Knopf, 1978) treated Mencken as philosopher. It was a biography told in subject matter instead of chronologically.

Walter Lippmann seized the imagination of at least five biographers, in four different books. Two appeared in one year: Edward L. Schapsmeier and Frederick H. Schapsmeier's Walter Lippmann: Philosopher-Journalist (Washington: Public Affairs Press, 1969) and Charles Wellborn's Twentieth Century Pilgrimage: Walter Lippmann and the Public Philosophy (Baton Rouge: Louisiana State University Press, 1969), an intellectual biography. Both books demonstrated that Lippmann was much more than a syndicated columnist. John Luskin's Lippmann, Liberty, and the Press (Tuscaloosa: University of Alabama Press, 1972) was a worthy vol[illegible] as was Hari N. Dam's The Intellectual Odyssey of Walter Lippmann (New York: Gordon Press, 1973). The big, sweeping, definitive book on Lippmann remains to be written.

There were not as many volumes on major journalists of the nineteenth century as one might have expected. Brand-new, and un-read by one busy reader,

is William M. Armstrong's E.L. Godkin: A Biography (Albany: State University of New York Press, 1978). This book about the Evening Post and Nation editor undoubtedly deserves attention. Welcome, and one of the best works of the period, was Charles H. Brown's William Cullen Bryant (New York: Scribner, 1971), a prize-winner. Another good one, though with less scope, was Bingham Duncan's Whitelaw Reid (Athens: University of Georgia Press, 1975), a work on reporter, Tribune editor, Republican politician. A gap was filled with George T. McJimsey's Genteel Partisan: Manton Marble, 1834-1917 (Ames: Iowa State University Press, 1971), about the editor of the pre-Pulitzer World. Still another on an important but relatively ignored editor was James L. Crouthamel's James Watson Webb (Middleton, Conn.: Wesleyan University Press, 1969). And, still another on a not-quite-front rank journalist was Joseph Logsdon's Horace White, Nineteenth Century Liberal (Westport, Conn.: Greenwood, 1971), treating especially White and the Chicago Tribune. One would have thought that a biography of William Allen White would be an unnecessary trip, but John DeWitt McKee's William Allen White: Maverick on Main Street (Westport, Conn.: Greenwood Press, 1975), gave insights into White not presented--obviously--in the famous Autobiography. One other figure, perhaps a marginal one, was well handled by Charles C. Clayton, Little Mack: Joseph B. McCullagh of the St. Louis Globe-Democrat (Carbondale: Southern Illinois University Press, 1969).

A number of biographies of twentieth century editors appeared. There were two on Ralph McGill, the somewhat limited one by Calvin McLeod Logue, Ralph McGill, Reporter (Boston: Atlantic Monthly Press, 1973). The latter was perhaps too uncritical of the great editor of the Atlanta Constitution. Merlo J. Pusey's Eugene Meyer (New York: Knopf, 1974) was important but heavy-going, especially in the earlier non-Washington Post sections. Un-probing was George Mills' Harvey Ingham and Gardner Cowles Sr.: Things Don't Just Happen (Ames: Iowa University Press, 1977), about the Des Moines editors and newspapers. Gossipy and also far from deep was Jeffrey Potter's Men, Money and Magic (New York: Coward, McCann

and Geoghegan, 1976), about Dorothy Schiff of the New York Post. And critical, though not deep, was Gaeton Fonzi's Annenberg: A Biography of Power (New York: Weybright and Talley, 1970)--Walter Annenberg, U.S. ambassador, TV Guide, Philadelphia Inquirer.

One of the recent books was an autobiography, Ralph Nicholson's A Long Way from Greens Fork (Tallahassee: Peninsular Publishing Co., 1968), Nicholson being editor of, among other papers, the New Orleans Item. There were two on other southern press barons: the autobiography, George W. Healy Jr., A Lifetime on Deadline: Self-Portrait of a Southern Journalist (Gretna, La.: Pelican, 1976), the New Orleans Times-Picayune, and Jerry Flemmons, Amon: The Life of Amon Carter Sr. of Texas (Austin: Jenkins, 1978). Much patience is required to read avidly books on relatively marginal figures, but Amon, at least, was full of gossip and little views of many of the great who paid homage to the publisher of the Fort Worth Star-Telegram. Due in September is Virginius Dabney's Across the Years (Garden City, N.Y.: Doubleday, 1978), Dabney being the veteran editor of the Richmond Times-Dispatch.

S.J. Sackett's E.W. Howe (New York: Twayne, 1972) was a volume looking at Howe (the Atchison Globe editor) more as a literary figure, and much of Howe's work was scarcely literature. Another Kansan viewed by a biographer was the subject of A. Dower Sageser's Joseph L. Bristow : Kansas Progressive (Lawrence: University Press of Kansas, 1968). Bristow, who edited the Salina Journal, was much more politician than editor. Harry Golden of the Carolina Israelite added to his many books with his autobiography, The Right Time (New York: Putnam, 1969), and John D. Stark's Damned Upcountryman: William Watts Ball, A Study in American Conservatism (Durham, N.C.: Duke University Press, 1969) was still another picture of a southern editor.

Books about reporters, columnists and critics were numerous; the list is overwhelming. Arthur Krock told charmingly of his boyhood in Myself When Young: Growing

Up in the 1890's (Boston: Little, Brown, 1973). He also revealed much about himself in a collection, The Consent of the Governed and Other Deceits (Boston: Little, Brown, 1971). Interesting though scarcely exciting was Turner Catledge's My Life and The Times (New York: Harper & Row, 1971). The Kingdom and Power it was not. Tom Wicker's On Press (New York: Viking, 1978) was philosophical and autobiographical; only occasionally did Wicker remember that he was supposed to be telling us his story. Hal Borland of the New York Times is not a major figure, but his Country Editor's Boy (Philadelphia: Lippincott, 1970) was an excellent portrait of a Colorado plains boyhood.

And the foreign correspondents: Richard Hall published Stanley: An Adventurer Explored (Boston: Houghton Mifflin, 1974). It was a thorough chronicle of the life of the man who found David Livingstone, but it was as confusing a book, chronologically, as the times offered. Joseph J. Matthews presented in George W. Smalley (Chapel Hill: University of North Carolina Press, 1973), a good biography of a Civil War reporter who later covered the foreign scene. There were two books on John Reed: Robert A. Rosenstone, Romantic Revolutionary: A Biography of John Reed (New York: Knopf, 1975) and Barbara Gelb's So Short a Time: A Biography of John Reed and Louise Bryant (New York: Norton, 1973). Ten Days That Shook the World topped them both. Drew Middleton of the Associated Press published Where Has Last July Gone? (New York: Quadrangle, 1973), his memoirs. Two books offered insights into Herbert L. Matthews, who covered Spain and Cuba, especially: A World in Revolution, A Newspaperman's Memoirs (New York: Scribner, 1972) and Half of Spain Died (New York: Scribner, 1973). The latter was mainly a history. Chatty, entertaining, engaging was Marion K. Sanders' Dorothy Thompson: A Legend in Her Time (Boston: Houghton Mifflin, 1973). And there were the diaries of C.L. Sulzberger of the New York Times: modern history, chitchat, and even a bit of philosophizing. These were A Long Row of Candles (New York: Macmillan, 1969), The Last of the Giants (New York: Macmillan, 1970), An Age of Mediocrity

(New York: Macmillan, 1973) and Seven Continents and Forty Years (New York: Quadrangle, 1977). The last of these was a sampling from the other books. Sulzberger, like Miniver Cheevy, would prefer another time, another place. One other piece of writing by a foreign correspondent was Isasc Don Levine's Eyewitness to History (New York: Hawthorn, 1973).

Recent years brought a new biography of Heywood Broun. Though entertaining and admiring it also was slight, like most of the author's biographies. It was Richard O'Connor's Heywood Broun (New York; Putnam, 1975). Also admiring was Howard Teichmann's Smart Aleck (New York: Morrow, 1976), a new book on Broun's Algonquin Circle compatriot, Alexander Woollcott. Smart Aleck did little probing. Jazzy, slangy, sensational, and rather good fun was H. Allen Smith's The Life and Legend of Gene Fowler (New York: Morrow, 1977). It captured the times, but somehow it was anachronistic, especially in Smith's language.

The columnists, too, were represented. Marquis Childs' Witness to Power (New York: McGraw-Hill, 1975) came through as stuffy and somewhat name-dropping. It had little of the charm of the columns Childs used to write. Finis Farr's Fair Enough (New Rochelle, N.Y.: Arlington House, 1975) was about Westbrook Pegler, the old hatchet man. It was somewhat of a hatchet job itself--not surprisingly. How else would one handle Pegler? Oliver Pilat's Drew Pearson: An Unauthorized Biography (New York: Harper's Magazine Press, 1973) was what the subtitle said. It was a good book, the more so, perhaps, for being "unauthorized." There were three on Walter Winchell, known mainly to our undergraduates as the commentator on Untouchables re-runs. Herman Klurfeld's Winchell: His Life and Times (New York: Praeger, 1976) was slight. Bob Thomas' Walter Winchell (Garden City, N.Y.: Doubleday, 1971) was a view by a good Hollywood reporter, but it wasn't exactly scholarship. Walter Winchell's Winchell Exclusive (Englewood Cliffs, N.J.: Prentice-Hall, 1975) was an autobiography assembled from Winchell's own writings, and in his own style. The reader of that book may feel the Twilight Zone has dropped him into 1936. An autobiography by Walter Trohan, Political Animals (Garden City, N.Y.:

Doubleday, 1975) reveals Trohan as what he always seemed: one ready to do any bidding of the boss, Colonel McCormick. The best of this set of books was Chalmers Roberts' First Rough Draft (New York: Praeger, 1973). It was an affecting description of covering government for the Washington Post in some stormy times.

A prize-winner of the period, and a valuable portrait of newsman and press secretary, was Ronald T. Farrar's The Reluctant Servant: The Story of Charles G. Ross (Columbia: University of Missouri Press, 1969). Old-timers remember Ross from St. Louis Post-Dispatch days and for being an aide to Harry Truman. Another picture of working with a president was Jonathan Daniels' White House Witness: 1942-1945 (Garden City, N.Y.: Doubleday, 1975). Daniels, a North Carolina newspaperman, became administrative assistant to Franklin D. Roosevelt.

It begins to look as though there will never be a decline of interest in the muckrakers. There were two books on Lincoln Steffens, Justin Kaplan's Lincoln Steffens (New York: Simon and Schuster, 1974) and Russell M. Horton's Lincoln Steffens (New York: Twayne, 1974). Kaplan's book was thorough and enlightening. Horton's was brief but far from valueless. The author of scores of books, most famous for The Jungle, was the subject of Leon Harris' Upton Sinclair: American Rebel (New York: Crowell, 1975). It too was a searching look. John E. Semonche treated another of the famous reporters in Ray Stannard Baker: A Quest for Democracy in Modern America (Chapel Hill: University of North Carolina Press, 1969), and another brief view was Mary E. Tompkins' Ida M. Tarbell (New York: Twayne, 1974). Brand new is Louis Filler's David Graham Phillips (University Park, Pa.: Pennsylvania State University Press, 1978). Filler's previous record makes this book a likely winner.

A bit of miscellany, among the biographies and autobiographies: Sarah McClendon's My Eight Presidents (New York: Wyden, 1978), which comes across as a fascinating view of the Texas reporter who harassed the chief executive in press conferences; Ruth Montgomery's Hail to the Chiefs: My Life and Times with Six Presidents (New York: Coward-McCann, 1970), about the Washington years of a

New York Daily News reporter; Shirley Povich's All These Mornings (Englewood Cliffs, N.J.: Prentice-Hall, 1969), by a Washington Post sports writer; and Ted Morgan's On Becoming American (Boston: Houghton Mifflin, 1978), reflections by the journalist who changed his name from Sanche de Gramont, a book of great charm.

This essay already has treated a number of books about people in magazine work, but the 1969-78 period brought even more. The most controversial of all these was W.A. Swanberg's Luce and His Empire (New York: Scribner, 1972), a prize-winner that also was a pretty biased bit of work. Henry Luce's The Ideas of Henry Luce in His Own Words (New York: Atheneum, 1969) was an assemblage that was, for sure, interesting. Dora Jane Hamblin's That Was the LIFE (New York: Norton, 1977) seemed to be, on the surface, a sketchy exercise, but it ultimately proved to be an engaging and informative story of working on the famous magazine. Eric Hodgins, editor of Fortune, wrote his autobiography, Trolley to the Moon (New York: Simon and Schuster, 1973). So did Arnold Gingrich: Nothing but People: The Early Days at Esquire (New York: Crown, 1971). So did Bruce Bliven, of the New Republic: it was called, Five Million Words Later (New York: John Day, 1970). Lloyd J. Graybar treated a figure not known to many today, Albert Shaw of the Review of Reviews (Lexington: University of Kentucky Press, 1974). Darwin Payne gave us the famous editor of Harper's, who was also a popular historian, and it was a worthy book: The Man of Only Yesterday: Frederick Lewis Allen (New York: Harper & Row, 1975). As good a biography as this listing offers was Wallace Stegner's The Uneasy Chair (Garden City, N.Y.: Doubleday, 1974), about Bernard DeVoto, known in journalism mainly for his Harper's column, "The Easy Chair." Long and authoritative was John Milton Cooper Jr.'s Walter Hines Page: The Southerner as American (Chapel Hill: University of North Carolina Press, 1977). Page, a governmental servant of note, also edited both the Forum and the Atlantic.
A lesser but fascinating figure was treated in Michael Wreszin's The Superfluous Anarchist, Albert Jay Nock (Providence, R.I.: Brown University Press, 1972). Nock

edited the Freeman. Frank Brady's Hefner (New York: Macmillan, 1974) was a gossipy, unauthorized work on the genius of Playboy. Louis Kronenberger's No Whippings, No Gold Watches (Boston: Little, Brown, 1970) was a delightful backward look by a famous dramatic critic, notably for Time.

It was a fruitful period for books by and about broadcast personalities. It was, after all, quite a decade for such people. Quite worth reading was a set of biographies by Irving E. Fang, Those Radio Commentators (Ames: Iowa State University Press, 1977). It recalled the golden age of the thirties and forties. Dealing with the same era, and roughly the same people, was a more specialized study, David Holbrook Culbert's News for Everyman: Radio and Foreign Affairs in Thirties America (Westport, Conn.: Greenwood, 1976). Alexander Kendrick's bulky, sometimes dull, sometimes preachy, but ultimately rewarding biography appeared: Prime Time: The Life of Edward R. Murrow (Boston: Little, Brown, 1969). Eric Sevareid offered a new introduction and re-issued his Not So Wild a Dream (New York: Atheneum, 1976). It was quite worth the trouble. The reader will find little very deep in the two-volume Lowell Thomas autobiography, but who can pass up what can be learned? The books are Good Evening, Everybody (New York: Morrow, 1976) and So Long Until Tomorrow (New York: Morrow, 1978). William L. Shirer got started on his autobiography; the first volume, 20th Century Journey (New York: Simon and Schuster, 1976) offers us Shirer mainly as a print journalist in his early years. Carl Dreher's Sarnoff: An American Dream (New York: Quadrangle, 1977), though brief, offered a good view of David Sarnoff, the broadcasting pioneer. Studs Terkel took time off from his oral histories to offer Talking to Myself (New York: Pantheon, 1977). A sports reporter of note, Jim McKay, published My Wide World (New York: Macmillan, 1973), and his book, along with that of Shirley Povich, made one wonder why sports reporting is so low-rated. One who wrote for radio in the old days, Joseph Julian, published This Was Radio: A Personal Memoir (New York: Viking, 1975). And two stormy petrels of CBS told their stories: a long piece of rationalization

by Daniel Schorr called Clearing the Air (Boston: Houghton Mifflin, 1977) and a chatty and very personal story by Dan Rather, aided by Mickey Herskowitz, called The Camera Never Blinks (New York: Morrow, 1977).

Overwhelming was the number of books about journalists who later embarked upon literary careers. Some of these books are of only casual interest, perhaps, to professors of journalism. But Thomas L. Brasher's Whitman as Editor of the Brooklyn Daily Eagle (Detroit: Wayne State University Press, 1970) was, obviously, a journalistic look at the Walt Whitman career. Another new one on the famous man was Joseph Jay Rubin's The Historic Whitman (University Park: Pennsylvania State University Press, 1973). There was one on the journalistic career of Edgar Allan Poe, Robert D. Jacobs' Poe: Journalist as Critic (Baton Rouge: Louisiana State University Press, 1969). New and fresh, despite the woman's lib trendiness of the author, is Paula Blanchard's Margaret Fuller: From Transcendentalism to Revolution (New York: Delacorte, 1978). Margaret was a fascinating creature. One of the near-forgotten figures was the subject of Edward L. Tinker's Lafcadio Hearn's American Days (Detroit: Gale Research, 1970). A book that was a pioneering look, and one that opened many possibilities for journalistic research, was John M. Harrison's The Man Who Made Nasby: David Ross Locke (Chapel Hill: University of North Carolina Press, 1969). Many similar figures await exploration. Somewhat literary but certainly of value was Genevieve Moreau's The Restless Journey of James Agee (New York: Morrow, 1977).

And there were the many books about Mark Twain--eight, by this essayist's calculation. Maxwell Geismar was busily trying to make Mr. Clemens a prophet of the new left, in, first, Mark Twain: An American Prophet (Boston: Houghton Mifflin, 1970), and, second, Mark Twain and the Three R's (Indianapolis: Bobbs-Merrill, 1973). The latter used Clemens' writings to demonstrate that the man was a spiritual ancestor of Abbie Hoffman. Edgar M. Branch edited some reporting of our

supreme literary figure and published Clemens of the Call: Mark Twain in San Francisco (Berkeley: University of California Press, 1969). It was a scholarly contribution. Howard G. Baetzhold published Mark Twain and John Bull: The British Connection (Bloomington: Indiana University Press, 1970); Arthur L. Scott published Mark Twain at Large (Chicago: Regnery, 1969), about the traveling Twain; Arthur G. Pettit published Mark Twain and the South (Lexington: University Press of Kentucky, 1974), another specialized look; Hamlin Hill published Mark Twain: God's Fool (New York: Harper & Row, 1973), about the tragic final years of the author; and Justin Kaplan, whose earlier biography still seems one of the best, published Mark Twain and His World (New York: Simon and Schuster, 1974), a lovely book, with many illustrations, that offered little truly new.

Mr. Clemens' fast friend and mentor, William Dean Howells, came to us in two new works. The first was by an engaging biographer and critic, Edward Wagenknecht, William Dean Howells: The Friendly Eye (New York: Oxford, 1969). Howells as critic was especially revealed in that book. Bigger and deeper was Kenneth S. Lynn's William Dean Howells: An American Life (New York: Harcourt Brace Jovanovich, 1970). Willa Cather, once a magazine journalist, was the subject of a book by James Woodress, Willa Cather: Her Life and Art (New York:Pegasus, 1970). There was a new one about Theodore Dreiser, but it was not of great importance: Ellen Moers' Two Dreisers (New York: Viking, 1969), a work that dug into the man as a psychiatrist would dig. There were three on Jack London. Irving Stone updated his Sailor on Horseback (Garden City, N.Y.: Doubleday, 1977), first published in 1938. Robert Barltrop published Jack London: The Man, the Writer, the Rebel (London: Pluto Press, 1976). Andrew Sinclair published Jack: A Biography of Jack London (New York: Harper & Row, 1977). Whence this surge of books on Jack London?

Richard O'Connor, who wrote many biographies in his time,offered O.Henry: The Legendary Life of William Porter (Garden City, No.: Doubleday, 1970). It was sketchy but absorbing. Even sketchier, but containing some material new to

at least one reader, was Robert Conrow's Field Days: The Life, Times, and Reputation of Eugene Field (New York: Scribner, 1974). "The Little Toy Dog" man also wrote naughty poetry. Two excellent books on Ring Lardner appeared. The first was by his son, Ring Lardner Jr., The Lardners: My Family Remembered (New York: Harper & Row, 1976). This was an absolutely delightful work. Jonathan Yardley's Ring: A Biography of Ring Lardner (New York: Random House, 1977) was one of the best books in this entire compilation. There was Babette Rosmond's Robert Benchley: His Life and Good Times (Garden City, N.Y.: Doubleday, 1970), but the book by Benchley's son, Nathaniel, remains the best. Charles S. Holmes' The Clocks of Columbus (New York: Atheneum, 1972) was a loving view of James Thurber, but Burton Bernstein's Thurber (New York: Dodd, Mead, 1975) showed us the humorist with all his warts, and sometimes as unclothed as the emperor in Andersen's fairy tale. The reader also won't emerge from John Keats' You Might as Well Live: The Life and Times of Dorothy Parker (New York: Simon and Schuster, 1970) with a sweet-tasting mouth. The title, of course, came from one of Miss Parker's acid little verses. Two books, too, on Ernest Hemingway: Lloyd R. Arnold's High on the Wild with Hemingway (Caldwell, Idaho: Caxton, 1968), which had little to say about Hemingway as writer, and Matthew J. Bruccoli's edited volume, Ernest Hemingway, Cub Reporter (Pittsburgh: University of Pittsburgh Press, 1970). The latter revealed just how bad the youthfu' writing of a genius could be.

There were new books by and about artists, illustrators, cartoonists. Douglas Allen's Frederic Remington and the Spanish-American War (New York: Crown, 1971) was an illuminating view of the artist as reporter. Peter C. Marzio's Rube Goldberg: His Life and Work (New York: Harper, 1973) offered, besides the text, numerous examples of the Goldberg work. Herbert Block published Herblock: Special Report (New York: Norton, 1974), mainly about Herblock and Richard Nixon--with many cartoons. Bill Mauldin published The Brass Ring (New York: Norton, 1971), continuing to reveal his skill as writer as well as cartoonist. From the Reserve

Collection Time-Life produced Mathew Brady and His World (New York: Time-Life, 1977). The photographs by themselves are, of course, marvelous. Theodore M. Brown's Margaret Bourke-White: Photojournalist (Ithaca, N.Y.: Andrew Dickson Museum of Art, 1972) also was published.

And there were biographical miscellanies. Will Rogers was only incidentally engaged in journalism, but we still claim him. Though William R. Brown went rather far in his symbolism, Imagemaker: Will Rogers and the American Dream (Columbia: University of Missouri Press, 1970) was worth reading. Of more practical value, and beautifully illustrated, was Richard M. Ketchum's Will Rogers: His Life and Times (New York: American Heritage, 1973). Benjamin C. Bradlee's Conversations with Kennedy (New York: Norton, 1975) offered insights from the Washington Post celebrity. Wallace Stegner added to The Uneasy Chair with an edited collection, The Letters of Bernard DeVoto (Garden City, N.Y.: Doubleday, 1975). Tyler Abell, a stepson, edited the Drew Pearson Diaries, 1949-1959 (New York: Holt, 1974). They were as revealing as one might expect. The New Yorker's reporter in Britain, Mollie Panter-Downes, published London War Notes: 1939-1945 (New York: Farrar-Straus-Giroux, 1971). They offered a fine picture of a nation at war. Just as good, from the recent American scene, was Elizabeth Drew's American Journal: The Events of 1976 (New York: Random House, 1977). This reporter is one of our best. Harrison Salisbury published Travels Around America (New York: Walker, 1976). William M. Armstrong edited The Gilded Age Letters of E.L. Godkin (Albany: State University of New York Press, 1974).

And where to place four other books? Sidney Hyman's The Lives of William Benton (Chicago: University of Chicago Press, 1969) was a portrait of a public servant who also was an advertising executive. Neil Harris' Humbug: The Art of P.T. Barnum (Boston: Little, Brown, 1973) was scarcely about a journalist, but Barnum did teach people--especially people in advertising--a few things. Ronald W. Clark's Edison: The Man Who Made the Future (New York: Putnam, 1977) also was not about a journalist, but the Edison inventions bear importantly on communications--and

communication. And a book published long after the death of the woman, Marion Davies' The Times We Had (Indianapolis: Bobbs-Merrill, 1975), gave an interesting view of Miss Davies' gentleman friend, William Randolph Hearst. She herself came across as a pretty genuine human being.

Magazine Journalism

Thus, the biographies. Except for biographical works the list of books about magazines seems slight. It was the time of finger-pointing, for the Saturday Evening Post went under in 1969, and each fall guy had a story to tell. The best of the books on the Post, and the fairest, was Otto Friedrich's Decline and Fall (New York: Harper & Row, 1969). It was thoughtful, sensitive, and never self-serving. Matthew J. Culligan came in briefly and tried to save the Post; his story is told in The Curtis-Culligan Story (New York: Crown, 1970). Martin S. Ackerman then told his story, the slightest and scariest of them all: The Curtis Affair (Los Angeles: Nash, 1970). The whole Curtis story was wrapped up in James Playsted Wood's The Curtis Magazines (New York: Ronald Press, 1971), but it was not a major work. Robert T. Elson continued his history, begun in Time Inc. (1968) in The World of Time Inc. (New York: Atheneum, 1973). For an institutional, authorized history it was rewarding, but he tried to cover too much ground. One of the important works on magazine journalism was Harold S. Wilson's McClure's Magazine and the Muckrakers (Princeton, N.J.: Princeton University Press, 1970). It shattered some old notions about muckraking and sensationalism and massive circulations. Spotty, and spottily received, was Brendan Gill's Here at the New Yorker (New York: Random House, 1975). Gill's interpretations displeased several reviewers. Samuel A. Schreiner Jr. offered The Condensed World of the Reader's Digest (New York: Stein and Day, 1977), but the reader is likely to feel that there's much left to be told. John Tebbel published a survey of the whole field, The American Magazine: A

Compact History (New York: Hawthorn, 1969). Compact. Though some may doubt that the story needed telling, Frank Jacobs, in The Mad World of William F. Gaines (New York: Lyle Stuart, 1972), told quite a bit about that weird and sometimes wonderful magazine, Mad. And two books made distinctive analyses of magazine content: Theodore P. Greene's America's Heroes: The Changing Models of Success in American Magazines (New York: Oxford, 1970) and Lawrence Chenoweth's The American Dream of Success (North Scituate, Mass.: Duxbury Press, 1974), which analyzed articles in such magazines as the Post and the Reader's Digest.

Cartoons, Comics, Photography

Though there were several interesting collections of cartoons and comic strips, histories in these fields were few. Mort Walker offered an interesting look, Backstage at the Strips (New York: Mason/Charter, 1975). Stephen Hess and Milton Kaplan revised their history of cartooning, The Ungentlemanly Art (New York: Macmillan, 1975). Of special interest was an edited volume by Bill Blackbeard and Martin Williams, The Smithsonian Collection of Newspaper Comics (Washington: Smithsonian Institution, 1977). It's a beautiful, informative, entertaining volume. Of similar interest was Peter C. Marzio's The Men and Machines of America (Washington: Smithsonian Institution, undated), about the documents in the Luce exhibit, with many illustrations. Many photographic histories undoubtedly were published, but their expense kept them off the shelves of one reviewer. Especially important was Brian Coe's The Birth of Photography, The Story of the Formative Years, 1800-1900 (New York: Taplinger, 1977). Brand new, and very good, is John and Sheryle Leekley's Moments: The Pulitzer Prize Photographs (New York: Crown, 1978), with stories about the winners and the pictures. The Associated Press published The Instant It Happened (New York: Abrams, 1976), a fine collection of great AP pictures. Clarence P. Hornung's The Way It Was: New

York 1850-1899 (New York: Schocken 1977) was a beautiful picture book about the old days, and Otto L. Bettman, from his own picture collection, offered insights possibly shocking to those who glory in the past, The Good Old Days -- They Were Terrible! (New York: Random House, 1974).

Women and Minorities

Considering all the topical interest in minorities and protesting groups in the past decade, there have been relatively few books of great interest in these areas. But the period did offer Roland E. Wolseley's thorough view, The Black Press, U.S.A. (Ames: Iowa State University Press, 1971). It also brought the edited volume by Martin E. Dann, The Black Press, 1827-1890 (New York: Putnam, 1971). A good biography of the greatest figure in nineteenth century black journalism was published, Arna Bontemps' Free at Last: The Life of Frederick Douglass (New York: Dodd, Mead, 1971). There were three other biographies of key black journalists: Stephen R. Fox's The Guardian of Boston: William Monroe Trotter (New York: Atheneum, 1970); Emma Lou Thornbrough's T. Thomas Fortune: Militant Journalist (Chicago: University of Chicago Press, 1972); and Andrew Buni's Robert L. Vann of the Pittsburgh Courier (Pittsburgh: University of Pittsburgh Press, 1974). A valuable specialized study was Lee Finkle's Forum for Protest: The Black Press During World War II (Cranbury, N.J.: Associated University Presses, 1975). And though it was mainly a history of the terrible riots in Chicago in 1919, William M. Tuttle Jr.'s Race Riot (New York: Atheneum, 1970) offered many insights into the role of the press, especially that of the Chicago Defender.

Books about women in journalism? A recent major work was Maurine Beasley and Sheila Silver's Women in Media: A Documentary Source Book (Washington: Women's Institute for Freedom of the Press, 1977). The best general history has been Marion Marzolf's Up from the Footnote (New York: Hastings House, 1977). At least one book about the religious press emerged, Mary Loman Reilly's A History of

the Catholic Press Association (Metuchen, N.J.: Scarecrow, 1971). An affectionate and valuable view of a Swedish-American editor was Emory Lindquist's A Biography of Ernst Skarstedt (Rock Island, Ill.: Augustana Historical Society, 1974).

British Press

For obvious reasons this report does not purport to be in the least thorough in respect to the foreign press. Numerous British titles, and books about British people and institutions, reach our shores, of course. A notable book was David Ayerst's The Manchester Guardian (Ithaca, N.Y.: Cornell University Press, 1971). The treatment matched the subject in this case. Another comprehensive work was by Harold Hobson and others, The Pearl of Days: An Intimate Memoir of the Sunday Times, 1822-1972 (London: Hamish Hamilton, 1972). Though it was pretty much a work on typography, George D. Painter's book about the man who took printing to England, William Caxton (New York: Putnam, 1977), was of value. A famous governmental institution was the subject of Cyprian Blagden's The Stationers' Company: A History, 1403-1959 (Stanford; Stanford University Press, 1977). Many books have been written on Samuel Johnson; a readable one, not highly praised by literary people, was John Wain's Samuel Johnson: A Biography (New York: Viking, 1974). Richard Steele's journalistic contributions were treated in Richard P. Bond's The Tatler: The Making of a Literary Journal (Cambridge, Mass.: Harvard University Press, 1971).

One of the recent works dealt with one of our most famous was correspondents, "Bull Run" Russell. It was Elizabeth Grey's The Noise of Drums and Trumpets: W.H. Russell Reports from the Crimea (New York: Henry Z. Walck, 1972). The journalistic career of Churchill was, of course, only a minor part of the story in Henry Pelling's oversize Winston Churchill (New York: Dutton, 1974). More satisfying was Frederick Woods' edited volume, Young Winston's Wars (New York: Viking, 1972),

dealing with the 1897-1900 period. The journalism of a famed literary figure was only part of the story in Christopher Sykes' Evelyn Waugh (Boston: Little, Brown, 1975). Other figures, lesser-known, from the British press in recent books: John Lehmann, In My Own Time: Memoirs of a Literary Life (Atlantic-Little, Brown, 1969), Lehmann being editor of London Magazine, an editor, publisher, and BBC man; Frank Giles' A Prince of Journalists (LaSalle, Ill.: Open Court, 1974), about Henri Stefan Opper de Blowitz, Paris correspondent of the Times; Stephen E. Koss' Fleet Street Radical: A.G. Gardiner and the Daily News (Hamden, Conn. Shoe String Press, 1973), about a Liberal Party editor; and Raymond L. Shults' Crusader in Babylon: W.T. Stead and the Pall Mall Gazette (Lincoln: University of Nebraska Press, 1972).

The great modern press barons were written about, Lord Northcliffe in Paul Ferris' The House of Northcliffe (New York: World, 1972) and Lord Beaverbrook in David G. Farrer's G--for God Almighty: A Personal Memoir of Lord Beaverbrook (London: Wedenfeld and Nicholson, 1969), Farrer being Beaverbrook's secretary, and A.J.P. Taylor's Beaverbrook (New York: Simon and Schuster, 1972). The famous Cassandra, Sir William Connor, was given his publishing day in Robert Conner's Cassandra: Reflections in a Mirror (London: Cassell, 1969). There were two general histories, too: Alan J. Lee's The Origins of the Popular Press: 1855-1914 (Totowa, N.J.: Rowman and Littlefield, 1976) and Sir Linton Andrews and H.A. Taylor's Lords and Laborers of the Press (Carbondale: Southern Illinois University Press, 1970).

Two non-American, non-British works were Wilfred H. Kesterton's A History of Journalism in Canada (Toronto: McClelland and Stewart, 1976) and F.W.J. Hemmings' The Life and Times of Emile Zola (New York: Scribner, 1977).

Technology Advertising, Broadcasting

Communications technology received some attention, but not as much as might

have been expected in a time of such change. James Moran's Printing Presses: History and Development from the Fifteenth Century to Modern Times (Berkeley: University of California Press, 1973) was a detailed examination. Also receiving attention was Allen Hutt's The Changing Newspaper: Typographic Trends in Britain and America (London: Gordon Fraser, 1973). A typographer was the subject of Nicholas Barker's Stanley Morison (Cambridge, Mass.: Harvard University Press, 1972). W. J. Baker offered A History of the Marconi Company (New York: St. Martin's, 1971), and Daniel J. Leab presented a history related to the foregoing, and a unique one, A Union of Individuals: The Formation of the American Newspaper Guild, 1933-1936 (New York: Columbia University Press, 1970). Looking with thoughtful eye at the whole complex pattern of technology affecting the mass media and other agencies in society was Ben H. Bagdikian, in The Information Machines (New York: Harper & Row, 1971), one of the more important books of the period.

Advertising, as usual, and not surprisingly, received little historical attention. There were two interesting biographies: Fairfax M. Cone, With All Its Faults: A Candid Account of Forty Years in Advertising (Boston:Little, Brown, 1969) and Maxwell Sackheim, My First Sixty Years in Advertising (Englewood Cliffs, N.J.: Prentice-Hall, 1970). (It is highly probable that books in this field escaped the attention of this commentator.)

The history of broadcasting, in addition to the already cited biographies, received, as it should have, much attention. Some books were scholarly, some were popular, and some were little more than picture books. Erik Barnouw completed his trilogy, and already enough time has elapsed to merit a fourth book. The last volume of Barnouw's "A History of Broadcasting in the United States" was The Image Empire (New York: Oxford, 1970). This was a truly valuable work. Jeff Greenfield's Television: The First Fifty Years (New York: Abrams, 1977) was a big, lavish, beautifully illustrated volume, suited for scholarly study or coffee table adornment. Judy Fireman's edited volume, The TV Book (New York: Workman, 1977), offered a running commentary on television history and a series of essays by practitioners and other

commentators. Another memory book was Max Wilk's The Golden Age of Television (New York: Delacorte, 1976). One network - the National Broadcasting Company - was the subject of a similar book, Robert Campbell's The Golden Years of Broadcasting (New York:Scribner, 1976). The Columbia Broadcasting System got it from two directions. First came Robert Metz's CBS: Reflections in a Bloodshot Eye (Chicago: Playboy Press, 1975). Then came Gary Paul Gates' Air Time: The Inside Story of CBS News (New York: Harper, 1978). The latter book offered enlightening background and biographical material--and inside dope.

Several other books, all of which may be categorized as "criticism" rather than as "history," certainly offer guidance as to media developments in recent years. One of the best was Fred W. Friendly's The Good Guys, the Bad Guys and the First Amendment (New York: Random House, 1976), which treated many recent media issues. Edward J. Epstein's News from Nowhere (New York: Random House, 1973) still seems a relevant examination of television and the propensity to entertain, rather than inform, on the news shows. Three veterans examined, very well, another issue, the use of the mass media by the executive branch: Newton N. Minow, John Bartlow Martin and Lee M. Mitchell, Presidential Television (New York: Basic Books, 1973). A good recent volume was Barry Cole and Mal Oettinger's Reluctant Regulators: The FCC and the Broadcast Audience (Reading, Mass.: Addison-Wesley, 1978). Dale Minor's The Information War (New York: Hawthorn, 1970) discussed television exploitation of the news. William Small offered other books, but one of special interest was Television News and the Real World (New York: Hastings House, 1970). Ron Powers' The Newscasters (New York: St. Martin's, 1977) was a book that anyone interested in the changing television news show--and the changing newspaper, for that matter--should read.

This ten-year period was the refreshing time in which one historian discovered the newsreel, a heretofore neglected aspect of journalistic history. Raymond Fielding did this, first, in The American Newsreel: 1911-1967 (Norman: University of Oklahoma Press, 1972). This was a truly worthwhile book. He examined a specialized approach to the newsreel, and the documentary, in The March of Time 1935-1951 (New York: Oxford, 1978). Though heavily pictorial, one other book offered material about the newsreel,

Lawrence Cohn's Movietone Presents the Twentieth Century (New York:St. Martin's, 1976). (See also the previously cited two-volume autobiography of Lowell Thomas.) An unscholarly but extremely enjoyable book examined the subject of motion picture treatment of the press. It was Alex Barris' Stop the Presses! (Cranbury, N.J.: A. S. Barnes, 1976). C. A. Schicke's Revolution in Sound (Boston: Little, Brown, 1974) was a history of the phonograph. It is reasonable to assume that other books about the phonograph appeared in the anniversary year of Thomas A. Edison's invention--1977-78.

New Journalism, Etc.

And now to the new journalism: there was such a surge of books in this area that this essay can offer only a few of the titles. Because Tom Wolfe became the high mucky-muck of the new journalists it is only fair to begin with the work he and E. W. Johnson edited, The New Journalism (New York: Harper & Row, 1973). The book contains examples and a narrative. One of the first to leap on the bandwagon was Michael Johnson, in The New Journalism (Lawrence: University Press of Kansas, 1971), a history, an explanation, and a rationale. Soon came Everette Dennis and William L. Rivers, with Other Voices: The New Journalism in America (San Francisco: Canfield, 1974). John C. Behrens presented twenty closeups in The Typewriter Guerrillas (Chicago: Nelson-Hall, 1977), and James H. Dygert a year earlier offered the theme in The Investigative Journalists:Folk Heroes of a New Era (Englewood Cliffs, N.J.: Prentic-Hall, 1976).

Ronald Weber edited The Reporter as Artist (New York: Hastings House, 1974), and Leonard Downie Jr. wrote The New Muckrakers (Washington: New Republic Press, 1976). Closely related were the numerous books on the underground press: Lawrence Leamer's The Paper Revolutionaries (New York: Simon and Schuster, 1972): Robert J. Glessing's The Underground Press in America (Bloomington: Indiana University Press, 1970): Ellen Frankfort's The Voice: Life at the Village Voice (New York: Morrow, 1976): and Raymond Mungo's Famous Long Ago: My Life and Hard Times with the Liberation News Service (Boston Beacon, 1970). One book that somehow calls for listing here, a series of

delightful biographies of the likes of Norman Mailer, Gore Vidal and Arthur M. Schlesinger Jr., was Mitchell S. Ross' The Literary Politicians (Garden City, N.Y.: Doubleday, 1978).

Vietnam and Public Affairs

There were, finally, many worth-citing volumes about the role of the press in American politics, world affairs, propaganda, image-making. The following titles are, surely, only a few of the many. A work on an earlier period was Jeffery M. Dorwart's The Pigtail War: American Involvement in the Sino-Japanese War of 1894-95 (Amherst: University of Massachusetts Press, 1975). That was a subject few of us had given much attention. The press, public opinion, and propaganda concerning the most symbolic and controversial happening of the entire Spanish Civil War was studied in great scholarly detail by Herbert R. Southworth in Guernica! Guernica! (Berkeley: University of California Press, 1977). This is a book to admire. Hanson W. Baldwin wrote of The Crucial Years: 1939-1941 (New York: Harper & Row, 1976), Baldwin being the long-time house expert on military matters at the New York Times. Next came the many books about Vietnam: a whole vast bibliography could be assembled with little difficulty on this subject. Marvin Kalb and Elie Abel wrote Roots of Involvement (New York: Norton, 1971), about America in the Pacific and Southeast Asia. Frances Fitzgerald wrote Fire in the Lake (Boston; Little, Brown, 1972)--magazine journalism. One of the first of the books on the mass media and the war was Michael J. Arlen's The Living-Room War (New York: Viking, 1969), first published in the New Yorker. Glenn MacDonald wrote Report or Distort? The Inside Story of the Media's Coverage of the Vietnam War (New York: Random House, 1973). Gloria Emerson's Winners and Losers (New York: Random House, 1973) was writings by a New York Times reporter. And of course there was the huge Sigma Delta Chi prize-winner, Peter Braestrup's Big Story: How the American Press and Television Reported and Interpreted the Crisis of Tet 1968 in Vietnam and Washington (Boulder, Colo.: Western Press, 1977). Now there was a title.

Sanford J. Ungar's The Papers and the Papers (New York: Dutton, 1972) appeared, an excellent book about the Pentagon Papers controversy. David Wise's The Politics of Lying (New York: Vintage, 1973) was about the credibility gap--U-2 affair to Watergate. A number of books concerned themselves with the "one-party press" matter; an angry one was James Keogh's pro-Nixon tale of woe, President Nixon and the Press (New York: Funk & Wagnalls, 1972). William E. Porter's Assault on the Media: The Nixon Years (Ann Arbor: University of Michigan Press, 1976) was a different story, and another prize-winning volume. Several volumes described the presidential campaigns of 1968, 1972 and 1976; two that looked at the press itself, as well as the politicians, were the engaging, slightly counter-culture treatments: Hunter S. Thompson's Fear and Loathing on the Campaign Trail '72 (San Francisco: Straight Arrow, 1973) and Timothy Crouse's The Boys on the Bus (New York: Random House, 1973). A book of at least semi-historical interest was a collection by the reporter Jack Anderson, with George Clifford, entitled The Anderson Papers (New York: Random House, 1973). It also is obvious that this survey cannot shun the two that made history, and made celebrities of the writers, Carl Bernstein and Bob Woodward's All the President's Men (New York: Simon and Schuster, 1974) and The Final Days (New York: Simon and Schuster, 1976). It should be noted for the record that the names of the authors were reversed on the second volume.

In Lies, Damn Lies and Statistics, (New York: Liveright, 1976), Michael Wheeler took an engaging look at polling. William H. Read worked in a mine discovered by others in America's Mass Media Merchants (Baltimore: Johns Hopkins Press, 1977), about the overseas impact of the U.S. press. Full of many valuable insights was Anthony Rhodes' Propaganda: The Art of Persuasion, World War II (New York: Chelsea House, 1976). Frank Graham, in Since Silent Spring (Boston: Houghton Mifflin, 1970), offered an exceptionally exciting view of public opinion impact, basing his work on response to Rachel Carson's eloquent book on ecology, Silent Spring. Jack Temple Kirby published Media-Made Dixie: The South in the American Imagination (Baton Rouge: Louisiana State University Press, 1978), suggesting many opportunities for study. And an earlier

offering was Peter Lyon's angry and funny view of the mass media and the popular arts and their glorification of the western bad man (and bad woman), The Wild, Wild West (New York: Funk & Wagnalls, 1969).

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Technology. Newspaper histories. Advertising. Biographies of key individuals. Major women journalists. No one has yet done a good book on the Kansas City Star, though several apparently are forthcoming. Nothing has been done on Doris Fleeson, one of the best reporters this country has had. Many collections like the World anthologies could be assembled. Some of these would be mainly labors of love, and the excess books would wind up in warehouses, like that 1969 best-selling successor to In His Steps and Gone with the Wind--my own, Ed Howe: Country Town Philosopher. But then few of us are in this for the money.

Maybe too many books are being published, especially in a time when some of our students just don't want to read. The thousands of packages that have crossed the desk in 204 Flint, University of Kansas, for the past eleven years suggest that there has been a "great glut." An inordinate amount of trash has been published, and surely a time has come to declare a brief moratorium on books about mass media and the popular arts. But the challenges are still there, for the scholar who wants to write, and this essay may suggest where some of those challenges lie.